

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Media Placement Technologies/ POL
500 N Washington St Suite 303
Alexandria, VA 22314

<u>Contract / Revision</u> 699836 /		<u>Alt Order #</u> 06234675
<u>Product</u> LAGER FOR LT GOV		
<u>Contract Dates</u> 07/31/12 - 08/06/12		<u>Estimate #</u>
<u>Advertiser</u> Lager,B/ R / LT. Governor		<u>Original Date / Revision</u> 07/16/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> S053	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	07/31/12	08/03/12	5-6a	5-6A		:30				NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF - -				4	\$375.00	0.00			
N 2	KSDK	08/06/12	08/06/12	5-6a	5-6A		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	M - - - - -				2	\$375.00	0.00			
N 3	KSDK	07/31/12	08/03/12	6-7a	6-7A		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF - -				4	\$600.00	0.00			
N 4	KSDK	08/06/12	08/06/12	6-7a	6-7A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	M - - - - -				1	\$600.00	0.00			
N 5	KSDK	07/31/12	08/03/12	NBC Today 7-9A	7-9A		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF - -				4	\$600.00	0.00			
N 6	KSDK	08/06/12	08/06/12	NBC Today 7-9A	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	M - - - - -				1	\$600.00	0.00			
N 7	KSDK	07/31/12	08/03/12	News 5 at Four	4-430P		:30				NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF - -				4	\$675.00	0.00			
N 8	KSDK	08/06/12	08/06/12	News 5 at Four	4-430P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/06/12	08/12/12	M - - - - -				1	\$675.00	0.00			
N 9	KSDK	07/31/12	08/03/12	Jeopardy	430-5p		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	- TWTF - -				4	\$750.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KSDK	07/30/12-08/05/12	Jeopardy	430-5p	- TuWThF - - -	:30		\$750.00	0.00	NM		
			See MG 13.5,13.6,13.7										
N 10	KSDK	08/06/12	08/06/12	Jeopardy	430-5p		:30				NM	1	\$750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
699836 /	06234675

Contract Dates	Product	Estimate #
07/31/12 - 08/06/12	LAGER FOR LT GOV	

Advertiser	Original Date / Revision
Lager,B/ R / LT. Governor	07/16/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 08/06/12	08/12/12	M-----	1	\$750.00	0.00																				
N 11	KSDK	07/31/12	08/03/12	News Channel 5 at 5P	5-530P		:30				NM	0	\$0.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 07/30/12</td><td>08/05/12</td><td>-TWTF--</td><td>4</td><td>\$800.00</td><td>0.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	4	\$800.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 07/30/12	08/05/12	-TWTF--	4	\$800.00	0.00																				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>														
	1	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	5-530P	-TuWThF----	:30		\$800.00	0.00	NM														
				Credited																					
	2	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	5-530P	-TuWThF----	:30		\$800.00	0.00	NM														
				Credited																					
	3	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	5-530P	-TuWThF----	:30		\$800.00	0.00	NM														
				Credited																					
	4	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	5-530P	-TuWThF----	:30		\$800.00	0.00	NM														
				Credited																					
N 12	KSDK	08/06/12	08/06/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$800.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 08/06/12</td><td>08/12/12</td><td>M-----</td><td>1</td><td>\$800.00</td><td>0.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/06/12	08/12/12	M-----	1	\$800.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 08/06/12	08/12/12	M-----	1	\$800.00	0.00																				
N 13	KSDK	07/31/12	08/03/12	News Channel 5 at 5P	528-530p		:30				NM	4	\$5,150.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 07/30/12</td><td>08/05/12</td><td>-TWTF--</td><td>4</td><td>\$1,100.00</td><td>0.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	4	\$1,100.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 07/30/12	08/05/12	-TWTF--	4	\$1,100.00	0.00																				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>														
	2	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	528-530p	-TuWThF----	:30		\$1,100.00	0.00	NM														
				See MG 13.5,13.6,13.7																					
	3	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	528-530p	-TuWThF----	:30		\$1,100.00	0.00	NM														
				See MG 13.5,13.6,13.7																					
	4	KSDK	07/30/12-08/05/12	News Channel 5 at 5P	528-530p	-TuWThF----	:30		\$1,100.00	0.00	NM														
				See MG 13.5,13.6,13.7																					
	5	KSDK	08/02/12-08/03/12	News Channel 5 at 5P	528-530p	----ThF----	:30		\$1,650.00	0.00	NM														
	Ⓜ			MG for 9.3,13.3,13.2,13.4																					
	6	KSDK	08/02/12-08/03/12	News Channel 5 at 5P	528-530p	----ThF----	:30		\$1,650.00	0.00	NM														
	Ⓜ			MG for 9.3,13.3,13.2,13.4																					
	7	KSDK	08/02/12-08/03/12	Jeopardy	430-5p	----ThF----	:30		\$750.00	0.00	NM														
	Ⓜ			MG for 9.3,13.3,13.2,13.4																					
N 14	KSDK	08/06/12	08/06/12	News Channel 5 at 5P	528-530p		:30				NM	1	\$1,100.00												
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 08/06/12	08/12/12	M-----	1	\$1,100.00	0.00																				
N 15	KSDK	07/31/12	08/03/12	News Channel 5 at 6P	6-630P		:30				NM	0	\$0.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 07/30/12</td><td>08/05/12</td><td>-TWTF--</td><td>4</td><td>\$850.00</td><td>0.00</td></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 07/30/12	08/05/12	-TWTF--	4	\$850.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																				
Week: 07/30/12	08/05/12	-TWTF--	4	\$850.00	0.00																				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>														
	1	KSDK	07/30/12-08/05/12	News Channel 5 at 6P	6-630P	-TuWThF----	:30		\$850.00	0.00	NM														
				Credited																					
	2	KSDK	07/30/12-08/05/12	News Channel 5 at 6P	6-630P	-TuWThF----	:30		\$850.00	0.00	NM														
				Credited																					
	3	KSDK	07/30/12-08/05/12	News Channel 5 at 6P	6-630P	-TuWThF----	:30		\$850.00	0.00	NM														
				Credited																					
	4	KSDK	07/30/12-08/05/12	News Channel 5 at 6P	6-630P	-TuWThF----	:30		\$850.00	0.00	NM														
				Credited																					
N 16	KSDK	08/06/12	08/06/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$850.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr></table>														Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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<u>Contract / Revision</u> 699836 /		<u>Alt Order #</u> 06234675
<u>Contract Dates</u> 07/31/12 - 08/06/12		<u>Product</u> LAGER FOR LT GOV
<u>Advertiser</u> Lager,B/ R / LT. Governor		<u>Estimate #</u>
<u>Original Date / Revision</u> 07/16/12 / 08/03/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$850.00	0.00			
N 17	KSDK	08/04/12	08/04/12	Sat 6-7A	6-7A		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$200.00	0.00			
N 18	KSDK	08/04/12	08/04/12	NBC Today Show (Sa)	7-9A		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$350.00	0.00			
N 19	KSDK	08/04/12	08/04/12	News Channel 5 at 5P Sat	5-530P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$400.00	0.00			
N 20	KSDK	08/04/12	08/04/12	News Channel 5 at 6P Sat	6-630P		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$400.00	0.00			
N 21	KSDK	08/05/12	08/05/12	News Channel 5 at 5P Sun	5-530P		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$600.00	0.00			
N 22	KSDK	07/31/12	08/04/12	Olympics Primetime	Olympics Primetime		:30				NM	4	\$18,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWT-S-				4	\$4,650.00	0.00			
N 23	KSDK	08/06/12	08/06/12	Olympics Primetime	Olympics Primetime		:30				NM	1	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$4,650.00	0.00			
N 24	KSDK	07/31/12	08/03/12	Olympics Weekday DT	Olympics Weekday		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-TWTF--				2	\$750.00	0.00			
N 25	KSDK	08/06/12	08/06/12	Olympics Weekday DT	Olympics Weekday		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$750.00	0.00			
N 26	KSDK	07/31/12	08/01/12	Olympics Late News	Various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-TW----				2	\$1,800.00	0.00			
N 27	KSDK	08/05/12	08/05/12	Olympics Primetime	Olympics Primetime		:30				NM	1	\$4,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$4,650.00	0.00			
N 28	KSDK	08/06/12	08/06/12	NBC Today 7-9A	7-9A		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$600.00	0.00			
N 29	KSDK	08/02/12	08/06/12	Olympics Primetime	Olympics Primetime		:30				NM	2	\$9,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---TFSS				1	\$4,650.00	0.00			
Week:		08/06/12	08/12/12	M-----				1	\$4,650.00	0.00			
N 30	KSDK	08/02/12	08/03/12	News Channel 5 at 5P	5-530P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---11--				2	\$1,200.00	0.00			
N 31	KSDK	08/01/12	08/03/12	News Channel 5 at 6P	6-630P		:30				NM	3	\$3,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	--111--				3	\$1,275.00	0.00			

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699836 /	06234675

Contract Dates	Product	Estimate #
07/31/12 - 08/06/12	LAGER FOR LT GOV	

Advertiser	Original Date / Revision
Lager,B/ R / LT. Governor	07/16/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 32	KSDK	08/02/12	08/03/12	5-6a	5-6A		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---TF--				1	\$375.00	0.00			
N 33	KSDK	08/04/12	08/04/12	Olympics Primetime	Olympics Primetime		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$7,500.00	0.00			
N 34	KSDK	08/06/12	08/06/12	Olympics Primetime	Olympics Primetime		:30				NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$7,500.00	0.00			
Totals										0.00		59	\$89,725.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/06/12	59	\$89,725.00	\$76,266.25
Totals	59	\$89,725.00	\$76,266.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.